



**Regular Meeting of the
San Marcos Historic Preservation Commission
Thursday, February 7, 2019
5:45 P.M.
City Council Chambers, City Hall, 630 E. Hopkins St.**

AGENDA

The Historic Preservation Commission may adjourn into executive session to consider any item on the agenda if a matter is raised that is appropriate for Executive Session discussion. An announcement will be made on the basis for the Executive Session discussion. The Historic Preservation Commission may also publicly discuss any item listed on this agenda for Executive Session.

1. **Call to order.**
2. **Roll call.**
3. **30 Minute Citizen Comment Period.** The Commission welcomes citizen comments. Anyone wishing to speak must sign in with the secretary before the meeting and observe a three-minute time limit.

Consent Agenda

4. Consider approval of the minutes of the Regular Meeting of January 3, 2019.

Non-Consent Agenda:

5. Consideration of a resolution recommending that the City Council consider tax incentives for historic properties.
6. Discuss a resolution recommending that the City Council consider the management of paint in regards to historic properties and provide direction to staff.
7. Update and discussion regarding My Historic SMTX.
8. **Questions from the Press and Public.** *This is an opportunity for the Press and Public to ask questions related to items on this agenda.*
9. **Adjourn.**

Notice of Assistance at the Public Meetings:

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 512-393-8074 or sent by e-mail to ADArequest@sanmarcostx.gov

**MINUTES OF THE REGULAR MEETING OF THE
SAN MARCOS HISTORIC PRESERVATION COMMISSION
January 3, 2019
Council Chambers, City Hall, 630 East Hopkins Street**

COMMISSIONERS PRESENT:

Griffin Spell, Chair
Thea Dake, Vice Chair
Diana Baker
Bob Holder
Alex Arlinghaus
Ryan Patrick Perkins
Greg Standard

STAFF PRESENT:

Alison Brake, Planner
Abby Gillfillan, Planning Manager
Sam Aguirre, Assistant City Attorney
Jamie Lee Case, City Clerk

Chair Spell called the meeting to order at 5:45 p.m.

Citizen Comment Period:

No one spoke.

Consent Agenda:

Consider the minutes of the Regular Meeting of December 6, 2018.

COMMISSIONER PERKINS MOVED TO APPROVE THE MINUTES AS SUBMITTED. COMMISSIONER ARLINGHAUS SECONDED. ROLL WAS CALLED AND THE AMENDED MINUTES PASSED 7-0 WITH COMMISSIONERS SPELL, DAKE, HOLDER, BAKER, ARLINGHAUS, PERKINS, AND STANDARD VOTING YES.

Public Hearings:

HPC-18-36 Hold a public hearing and consider a request for a Certificate of Appropriateness by Billy Lee Windham, on behalf of John Greenwood, to allow the construction of a new single-family residence on a vacant lot at 508 Centre Street.

Alison Brake gave a presentation outlining the request. She concluded that Staff found the request met the criteria of the Historic Design Guidelines as well as the San Marcos Development Code and recommended approval of the request as submitted.

Chair Spell opened the public hearing. The applicant made themselves available for questions. There were no further questions and Chair Spell closed the public hearing.

COMMISSIONER ARLINGHAUS MOVED TO APPROVE THE REQUEST AS SUBMITTED AS IT MET THE CRITERIA OF THE HISTORIC DESIGN GUIDELINES

AS WELL AS THE SAN MARCOS DEVELOPMENT CODE. COMMISSIONER DAKE SECONDED. ROLL WAS CALLED AND THE MOTION PASSED 7-0 WITH COMMISSIONERS SPELL, DAKE, HOLDER, BAKER, ARLINGHAUS, PERKINS, AND STANDARD VOTING YES.

Non-Consent Agenda:

Discussion of meeting procedures, including consideration of approval of the Historic Preservation Commission bylaws.

Staff presented the bylaws that were approved by City Council in November 2018 and stated the City Clerk would like all boards and commissions to adopt them by January 31, 2019. Staff explained that the bylaws were tailored to the Commission and any amendments would have to be approved by the Council Finance and Audit Committee. Discussion ensued.

COMMISSIONER BAKER MOVED TO APPROVE AN AMENDMENT THAT THE LANGUAGE IN ARTICLE 3.C.1 "SHALL BE EMPLOYED IN THE CITY" BE STRUCK FROM THAT SECTION. AFTER DISCUSSION WITH THE COMMISSION, COMMISSIONER BAKER WITHDREW THE MOTION.

COMMISSIONER BAKER MOVED TO APPROVE AN AMENDMENT THAT THE FOLLOWING LANGUAGE BE ADDED TO ARTICLE 7.P: "ALL RECORDS, INCLUDING AUDIO, VIDEO, AND WRITTEN RECORDINGS, SHALL BE HELD IN PERPETUITY AND PUBLISHED ON THE CITY WEBSITE." COMMISSIONER ARLINGHAUS SECONDED. ROLL WAS CALLED AND THE MOTION PASSED 7-0 WITH COMMISSIONERS SPELL, DAKE, HOLDER, BAKER, ARLINGHAUS, PERKINS, AND STANDARD VOTING YES.

Discussion between the Commission and the City Clerk followed.

COMMISSIONER ARLINGHAUS MOVED TO APPROVE THE BYLAWS WITH AN AMENDMENT THAT THE FOLLOWING LANGUAGE BE ADDED TO ARTICLE 7.P: "ALL RECORDS, INCLUDING AUDIO, VIDEO, AND WRITTEN RECORDINGS, SHALL BE HELD IN PERPETUITY AND PUBLISHED ON THE CITY WEBSITE." COMMISSIONER ARLINGHAUS SECONDED. ROLL WAS CALLED AND THE MOTION PASSED 7-0 WITH COMMISSIONERS SPELL, DAKE, HOLDER, BAKER, ARLINGHAUS, PERKINS, AND STANDARD VOTING YES.

The amendment will be sent to the City Clerk who will forward the proposed amendment to the Council Finance and Audit Committee.

Discussion of potential resolution to City Council to consider a paint palette for historic properties.

Staff explained that, in order to work within the proposed new bylaws of the Commission, a recommendation resolution would have to be drafted and approved by the Commission before the

recommendation could be sent to City Council. Staff explained the ways other cities deal with paint. The Commission discussed options to be researched and discussed the possibility for two separate palettes: one for the Downtown Historic District, along with any future expansion of the Downtown Historic District, and one for the residential Historic Districts. There was discussion that there should be separate paint standards and requirements, such as requiring an approved Certificate of Appropriateness, for the Downtown Historic District. Some members of the Commission were concerned that requiring a Certificate of Appropriateness for paint might interfere with cultural norms. This led the Commission to discuss ways to educate property owners in the residential historic districts on choosing paint colors without first requiring a Certificate of Appropriateness. Staff explained that Sherwin-Williams' website could be linked on the City's website. A draft recommendation will be brought to the Commission in February.

Discuss and consider approval of a resolution to City Council to consider tax incentives for historic properties.

Staff outlined three incentive programs which the Commission discussed: 1) Substantial Rehabilitation; 2) New Historic Districts and Local Historic Landmarks; and 3) Maintenance. Staff recommended the Commission postpone action on the resolution so that information from the My Historic SMTX Phase 1 Historic Resources Survey Report could be incorporated into the document. Staff explained that the resolution that would be forwarded to City Council would identify the types of financial incentive programs that the Commission would be interested in pursuing for the City of San Marcos' historic districts and landmarks. Commissioner Arlinghaus summarized the purpose of each type of financial incentive as follows: 1) Substantial Rehabilitation – to prevent demolition and loss of historic structures; 2) New Historic Districts and Local Historic Landmarks – to prevent gentrification and home loss; and 3) Maintenance – to promote the upkeep of historic properties.

Update and discussion regarding My Historic SMTX.

Staff updated the Commission on the progress of the survey. Staff explained the Historic Resources Survey Report from the consultants on Phase 1 was due to staff for review on January 11, 2019. Staff explained that the Commission would be sent a link to it in order to view it when it was submitted. Staff also stated that field surveys for Phase II were on schedule to begin the week of February 11, 2019.

Questions from the press and public.

There were no questions from the press and public.

**THERE BEING NO FURTHER BUSINESS, CHAIR SPELL DECLARED THE MEETING
ADJOURNED AT 8:00 P.M.**

Griffin Spell, Chair

ATTEST:

Historic Preservation Commission

January 3, 2019

Regular

4

Alison Brake, Planner



RECOMMENDATION RESOLUTION

(Historic Preservation Commission)

Recommendation Number: (2019-05RR): Implementation of incentive programs, including tax-based incentive programs, designed to encourage or enable the ownership, rehabilitation, and continued maintenance of historic structures in the City.

WHEREAS, the City's Comprehensive Plan, "Vision San Marcos: A River Runs Through Us," recognizes that the citizens of San Marcos "are conscious of preserving our rich historical past and will pursue future cultural enrichment."; and

WHEREAS, toward that end, the City boasts seven locally designated historic districts and eight locally designated landmarks while other structures and sites have been recognized at the national and state levels for their historical or cultural significance; and

WHEREAS, to uphold the goals of the Comprehensive Plan and to preserve the City's historical and cultural resources for future generations, the Historic Preservation Commission has explored possible incentive programs, including tax-based incentive programs that would encourage or enable the ownership, rehabilitation, and continued maintenance of historic structures and landmarks in the City.

NOW, THEREFORE, BE IT RESOLVED that the Historic Preservation Commission encourages the City Council to consider the adoption of incentive programs, including tax incentive programs such as those outlined in the memorandum attached to this resolution, designed to encourage or enable the ownership, rehabilitation, and continued maintenance of historic structures and landmarks in the City. The Commission further recommends that, if the City Council concurs that such incentives should be explored, the City Council refer the matter of possible incentives back to the Commission for the development of more specific recommendations for the adoption of ordinances, resolutions or programs, as appropriate, creating such incentives. Upon the transmittal of the final recommendations of the Commission to the City Council, the Commission respectfully requests the City Council consider implementation of the recommendations, together with any other incentives developed independently by the City Council, that would encourage or enable the ownership, rehabilitation, and continued maintenance of historic structures and landmarks in the City.

Date of Approval: _____

Record of the vote: (*Unanimous on a 7-0 vote, 4-3 vote with names of those voting no listed*)

Attest: _____

(Staff or board/commission chair can sign)



MEMO

TO: Historic Preservation Commission
FROM: Alison Brake, CNU-A, Historic Preservation Officer and Planner
DATE: January 11, 2019
RE: **Item 5 – Policy Recommendation for Tax Incentives for Historic Properties**

BACKGROUND

Financial incentives can encourage rehabilitation of existing historic properties as well as encourage designation of new districts and landmarks. In comparison to other similarly sized cities along the corridor such as New Braunfels and Kyle, San Marcos is one of the only cities that does not offer some form of local tax incentive for historically designated properties. In 2001, an ordinance proposing ad valorem tax incentives for the preservation of historic buildings was drafted, but never adopted. The 2001 ordinance proposed exempting any increase in ad valorem taxes resulting from a qualifying project for a period of 10 years after the completion of the project.

The City of San Marcos has not designated a new historic district since the Hopkins Street Historic District was established in 2008; the most recent local landmark established is the Old First Baptist Church (2018). Local tax exemption programs can be used as a tool to encourage the establishment of new districts as well as local landmarks. A goal of the Historic Preservation Commission is to expand protection of historic resources. This goal was strengthened at the Visioning Workshop in August 2018 to include a third objective: "Implement financial incentives for historic properties." The reason for including this as a third objective was to help prevent the loss of historic structures due to the growth of the City.

Another purpose of historic tax incentives is to discourage displacement of existing residents by mitigating the effects of rising property values after historic designation. A 2000 study by the Center for Urban Policy Research at Rutgers University titled *Historic Preservation and Residential Property Values: An Analysis of Texas Cities* found that, generally, designation enhances and has a positive impact on property values. It cautions that rising prices in designated neighborhoods may result in displacement of lower-income residents but points to tax incentives as a means of encouraging rehabilitation while dampening displacement.

At the January Regular Meeting, the Commission directed Staff to draft a recommendation to be sent to City Council for discussion and possible consideration of a project to explore tax incentive programs including, but not limited to, the following:

JANUARY 3, 2019 HISTORIC PRESERVATION COMMISSION DISCUSSION

Staff presented three types of financial incentive programs to the Historic Preservation Commission. The HPC discussed the following incentive programs:

1. **Substantial Rehabilitation for Historic Properties**

- a. **Purpose:** To encourage preservation of existing substandard historic properties and prevent demolition.
- b. **Program Description:**
 - Investment of at least 50% of value of the building by property owner
 - Property owner receives a “freeze” on City taxes for a number of years.
 - Typical timeframe is 10 years
 - Both residential and commercial structure would be eligible

2. **New Historic Districts and Local Historic Landmarks**

- a. **Purpose:** To encourage the designation of new districts, prevent displacement of existing residents, and prevent the loss of historic structures.
- b. **Program Description:**
 - Exemption on City taxes for structures in newly designated historic districts and locally designated historic landmarks
 - 25% is a typical percentage for new exemptions; typical timeframe is 10 years
 - Exemption for locally designated historic landmarks only applies for new designations outside of existing historic districts

3. **Maintenance**

- a. **Purpose:** To promote the upkeep of historic properties.
- b. **Program Description:**
 - Property owners of both residential and commercial historically-significant structures eligible for an exemption of assessed City taxes
 - Percentage exempted ranges from 25% - 100%
 - Reviewed annually
 - **NOTE:** financial incentive programs relating to maintenance require an increase in Staff time and generally an increase in City Council workload due to Council often being the final decision maker on the exemption

MY HISTORIC SMTX PHASE I HISTORIC RESOURCES SURVEY REPORT

The My Historic SMTX draft historic resources survey report for Phase 1 outlines many recommendations for further work, including designation of new historic districts, expansion of existing historic districts, and undertaking a local landmark designation initiative to provide protection for significant individual historic resources. The report strongly recommends the development of financial incentives, such as a tax credit or tax abatement, in order to encourage local historic designation as well as to stimulate restoration and rehabilitation of historic buildings. The report also mentions including reduced or waived building and signage permit fees as additional financial incentives for designated landmarks or districts.

STAFF RECOMMENDATION AND NEXT STEPS

With the potential for new districts and new landmarks as well as the introduction of new preservation tools, Staff recommends tailoring a financial incentive program to best address the City's historic preservation needs utilizing the information contained within the My Historic SMTX Historic Resources Survey Report.

Public outreach is a critical component to a successful tax incentive program. This will ensure that those who could take advantage of are aware of it. A public outreach plan to involve relevant stakeholders and the public should be drafted upon project commencement. Staff has compiled the following list to help identify potentially relevant stakeholders:

- CONA
- Neighborhood Commission
- Heritage Association
- Main Street
- Economic Development Groups
- Hays County Tax Assessor's Office
- Hays County Appraisal District
- Realtors
- Architects
- Contractors
- News Media, including social media



MEMO

To: Historic Preservation Commission
FROM: Alison Brake, CNU-A, Historic Preservation Officer and Planner
DATE: January 11, 2019
RE: **Item 6 – Policy Recommendation for Painting Historic Properties**

BACKGROUND

When the City of San Marcos first adopted a historic preservation ordinance in 1984, it was a requirement that exterior changes in color required a Certificate of Appropriateness for structures within a local historic district or landmark. Through the 1990s and until the Land Development Code was adopted in 2004 this remained a requirement. In 2004, changes in color to a structure's exterior no longer required an approved Certificate of Appropriateness. This requirement was carried over in Section 2.5.5.1(C)(1) of the newly adopted San Marcos Development Code in 2018. In recent years, concerns have been raised about the painting of a few properties within the City's Historic Districts. Of specific concern was the painting of masonry.

The Commission has held discussions regarding adoption of a color palette along with discussions of the painting of brick and masonry during regular meetings as well as at the annual visioning workshop. To facilitate discussion among the Commission, Staff has outlined how other Texas cities regulate painting of historic structures and has included best management practices for preserving the exterior masonry of historic buildings.

PAINT MANAGEMENT OF HISTORIC STRUCTURES

Cities manage the design review process for paint and selecting paint colors in different ways. Generally cities choose one of the following processes:

1. Exterior paint color changes are not reviewed by HPO or Commission.
2. Exterior paint color changes are administratively reviewed and approved by HPO using design guidelines.
3. Exterior paint color changes are reviewed and approved by Commission using design guidelines.

A few of the cities researched and their regulations are explained below:

1. **Galveston (Administrative Approval – unless a different palette is requested):** Exterior paint color changes for commercial properties within the Strand/Mechanic Historic District are regulated using design standards and an approved palette. The Strand/Mechanic Historic District encompasses approximately 13 blocks. The design standards are specific to historic paint and the exterior color of a building.

According to Galveston's HPO, buildings should be painted using colors from the approved palette, using no less than three (3) and no more than (5) colors. If using the approved palette, an administrative Certificate of Appropriateness is issued. Painting projects that do not use pre-approved colors must be approved by the Historic Landmark Commission using the design standards. The design standards are specific to historic paint and the exterior color of a building ("EXHIBIT A"). The color of residential structures is not regulated.

2. **Grapevine (Administrative Approval):** Exterior paint colors on locally landmarked properties and properties located in landmark districts is reviewed. A Certificate of Appropriateness is submitted for these properties when there is a request for a change of color or change of the placement of colors on landmarked properties. If the applicant is repainting in the same color no Certificate of Appropriateness is required. The Historic Preservation Officer (HPO) staff approves requests for color/color placement changes; HPO guides the applicant with appropriate paint combinations and selections. Historic paint color cards from all major paint manufacturers are allowed and are listed in the Paint Guidelines which can be found in "EXHIBIT B". Both residential and commercial structures are reviewed.
3. **Georgetown (Administrative Approval):** Changes to paint color on previously painted surfaces which includes repainting or new paint on previously painted surface and new paint on unpainted historic and other significant architectural features of historic landmarks and contributing historic structures are reviewed by the HPO. Both residential and commercial structures are reviewed. No paint palette has been approved but staff reviews for historic appropriate colors. Chapter 11 of Georgetown's Design Guidelines is attached in "EXHIBIT C" and are specific to historic color schemes, accent colors, and when to paint.

PRESERVING HISTORIC MASONRY

Sealing or painting historically unpainted brick creates performance issues with the material. The paint traps moisture in the brick, which leads to the face and structural integrity of the brick to be compromised, which leads to failure of the wall. The *Secretary of the Interior's Standards for Treatment of Historic Properties* state that applying paint or other coatings to masonry that has been historically unpainted or uncoated is not recommended ("EXHIBIT D").

The following are a couple of best practices for historic masonry:

- **Preserve and maintain original brick, stone, terra cotta, cast concrete, mortar and other masonry original to the building.** Masonry exterior is a character-defining feature, and its different textures, finishes and patterns contribute to the building's appearance. Preserve the building's masonry to retain your building's historic character. Do not cover or conceal original masonry surfaces with non-historic materials such as metal, exterior insulated finishing systems or vinyl.
- **Keep the historic masonry visible and unpainted.** Do not paint or seal the masonry building if it has never been painted or sealed. The brick's color and texture is an important part of its appearance. Any paint applied to the brick will require regular maintenance and periodic repainting. If the building is painted or sealed, it may trap the moisture in the wall

and cause the bricks to fail. It may also cause moisture-related issues on the interior, such as mold. Silicone-based sealants do not allow bricks to “breathe” and can trap moisture within walls. If water is penetrating the historic masonry building, use one of the highly effective non-paint related treatments available to strengthen the damaged or sandblasted masonry and make it more water repellent and resistant to the elements.

Many cities have written into their design guidelines that painting of historically unpainted brick is prohibited; all three cities above have guidelines prohibiting painting of unpainted masonry. However, if the building has already been painted, the Texas Historical Commission Main Street Program provides guidance on removing paint where feasible or selecting appropriate paint colors (“EXHIBIT E”).

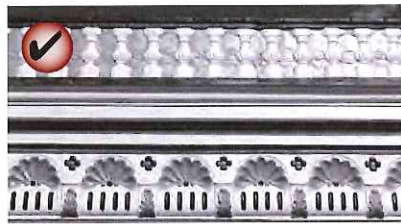
STAFF RECOMMENDATION

In most cases, regulation of paint is kept to commercial buildings and in all the cases researched, unpainted masonry is prohibited from being painted. To keep with this standard, Staff recommends adding language to Section 2.5.5.1(B) Applicability of the San Marcos Development Code to prohibit the painting of previously unpainted masonry.

Staff would also recommend updating Appendix C of the San Marcos Design Manual with recommended paint palettes along with updating the City’s website with the same information. If the Commission wishes to make paint regulatory, Staff would recommend making it regulatory in commercial areas only and administratively approved.



Maintain protective coatings, such as paint, on exposed metals.



Preserve significant architectural metal features.

HISTORIC METAL

Metals were used for a variety of applications including columns, roofs, fences and decorative features. They include cast iron, steel and copper. Traditional metals should be preserved.

2.10 Preserve significant architectural metal features.

Appropriate

- Provide proper drainage on metal surfaces to minimize water retention.
- Maintain protective coatings, such as paint, on exposed metals.

2.11 Repair metal features by patching, splicing or otherwise reinforcing the original metal whenever possible.

Appropriate

- When replacement is necessary the new metal shall be compatible with the original.

HISTORIC PAINT

Historically, most wood surfaces on the exterior of a building were painted to protect them from weathering. Concrete and stucco structures were also sometimes painted.

Note that all projects must meet lead-based paint requirements.

2.12 Plan repainting carefully.

Appropriate

- Always prepare a good substrate. Prior to painting, remove damaged or deteriorated paint only to the next intact layer, using the gentlest means possible.
- Use compatible paints. Some latex paints will not bond well to earlier oil-based paints without a primer coat.

Exterior Painting and Colors

The Landmark Commission does not review exterior paint colors in residential historic districts but does review them in commercial historic districts as described on page 114.

When selecting colors, it may be helpful to consider historic color schemes on your street and block. Generally, a simple color scheme that does not include very dark colors or stained surfaces is preferable. White with green shutters or soft earth tones with white trim and dark shutters are often compatible color combinations.

Studies on paint colors used in 19th and early 20th Century Galveston are available from the Galveston Historical Foundation.

Appropriate Color Combinations

Three colors are generally sufficient to highlight a building façade.

Base Color. This appears on the upper wall and frames the storefront. The major expanses of space on a storefront will be painted this color.

Major Trim. This defines the decorative elements of the building and ties the upper façade trim with the storefront. The major trim color must complement the base or body color. Elements include:

- Building and storefront cornice
- Window frames, sills and hoods
- Storefront frames, columns, bulk-heads and canopies.

Minor Trim. This is intended to enhance the color scheme established by the base and major trim colors and may be used for window sashes, doors and selective details. It is typically a darker shade of the major trim color.

Approval of Paint Colors

Several paint colors have been pre-approved by the Landmark Commission for use in locally-designated commercial historic districts. Painting projects using these colors, or the original building colors may be administratively approved by the Historic Preservation Officer without design review by the Commission.

Painting projects that do not use pre-approved colors must be approved by the Commission on a case-by-case basis using the standards at left.

EXTERIOR COLOR

The Landmark Commission reviews exterior color for projects in locally-designated commercial historic districts.

Choosing the right combination of colors for a historic rehabilitation or new construction project can unify building elements with the façade and highlight important architectural detailing. Paint color selection should be appropriate to the architectural style and complement the building and its surroundings.

4.30 Use a façade color scheme that reads as a single composition.

Appropriate

- Use color schemes that are simple in character.
- Use one base color for the building walls and another for the roof.
- Use one to three accent colors for trim elements.
- Return the building to its historic paint colors if adequate archival information is available.

4.31 Use muted base or background colors.

Appropriate

- Use muted colors for building features.
- Use harmonizing or contrasting colors for trim accents.
- Use matte or low luster finishes instead of glossy ones.
- Use non-reflective, muted finishes on all features if possible.

Inappropriate

- Do not use accent colors that contrast so strongly as to not read as part of the composition.
- Do not paint unpainted stone, brickwork or terra-cotta.
- Do not use sandblasting to clean historic surfaces and/or to remove old paint. (See Treatment of Historic Materials and Finishes in Chapter 2.)

Appendix V. Approved Paint Palettes

The following paint palettes have been approved for use in the historic districts:

Strand/Mechanic Historic District: "Victorian" palette by Sherwin-Williams. Please see the Exterior Color section on page 114 for more information on exterior painting projects.

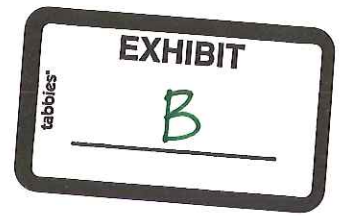
All Historic Districts: The following colors are the approved palette for items in the right-of-way such as cell nodes and associated ground equipment:

- Rookwood Dark Brown, SW 2808;
- Rookwood Medium Brown, SW 2807;
- Rookwood Shutter Green, SW 2809; and
- Black.

All paint shall be a satin or flat finish.

The paint palettes do not apply to structures located within the residential historic districts.

Please note that use of Sherwin-Williams paint is not required. Any paint company may be used provided the color is matched to the approved palette.



PAINT GUIDELINES

Adding Character

The exterior surfaces of historic buildings are painted for two primary reasons – to protect and preserve the exterior materials and to create color schemes appropriate for the building's architectural style. An appropriate paint scheme on an historic building will accentuate its architectural details and add to the character of the historic district.

The paint colors selected for a historic building will greatly contribute to the historic character of the building and surrounding historic district, and as such should reflect the historical age, period and style of a building, accentuate the architectural features of the design, and represent the current owner's taste.

The articulation and details of exterior walls, window and door openings, trim, scale, and texture of exterior materials can be enhanced or obscured by appropriate and inappropriate paint colors selected for a building.

Select and locate paint colors that are appropriate to the style, period, and type of building and its district or area. Selection and location of paint colors based on research of historic finishes is encouraged. Paint colors should be

complementary to each other and used to accentuate a building's significant features.

This method of selecting colors and locations of colors does not mean that every house or building in a historic district or of a particular period or style should be painted the same color. There is a wide range of attractive colors, which may be combined in hundreds of ways to provide for individuality with overall continuity.

While Grapevine did not have as great a selection of historic paint colors (most houses in town were painted white, both body and trim, while window screens or shutters were painted dark green or black), the selected colors are based on paint companies' available color palettes for the period when Grapevine's historic buildings were being constructed.

Note

Original stone or masonry surfaces should be maintained and not be painted, unless severe deterioration of the brick or stone can be shown to require painting and other consolidation or stabilization methods cannot be shown to be appropriate. If masonry was previously painted, it is often not appropriate or possible to remove paint and appropriate repainting should be considered.

Paint Color Location

Having selected a base or body color that is appropriate to the period and style of your historic building, the next decision is for a trim color to contrast and compliment that of the body color.

Trim

Nearly all houses and some commercial buildings built in Grapevine prior to WWII were defined by trim colors. Trim color, for houses, was used to define wood elements such as porch features, corner boards, window, and door trim and fascia boards. All of these elements were usually painted the trim color to provide a contrast or to define the main body (or base) color of the house.

Porches were also painted a trim color to provide an outline or contrast of color to the main body color.

Commercial buildings typically had their body color defined by the material the building was constructed of (i.e. brick and stone) while a trim color was utilized for defining windows, doors and other architectural elements such as cast iron. Body and trim colors should not be similar in hue or tone intensity (i.e. two shades of colors that are closely related like green and red or two dark or light shades of color that are similar in darkness or lightness).

Accent

A third color, commonly called an accent color, was quite often utilized to accentuate or highlight a particular feature of a house or building. On houses, the accent color typically was painted on doors, window sashes or special decorative wood trim. It was also common to see the front doors stained a natural color so as to accentuate the natural grain of the wood on the door. On commercial buildings, the accent color was also used to highlight particular architectural features of the building façade.

Color Palettes

The Grapevine Historic Preservation Commission has approved the following paint manufacturer's preservation color palettes for Historic Landmarks and buildings within Historic Districts:

- Sherwin Williams - Preservation Palette
- Pittsburgh Paints - Historic Paints
- Do It Best Paints - American Historical Restoration Colors (Exteriors only)

- Valspar - American Tradition Historic Colors (Lights only)

A good rule of thumb to follow is the simpler the design of the building or house, the fewer colors used.

Certificate of Appropriateness

Any exterior modifications, including new paint colors, to buildings and properties that are designated Historic Landmarks or within Grapevine's Historic Districts require a Certificate of Appropriateness (CA) be approved before modifications may begin.

Many modifications are simple and routine and can be approved by City of Grapevine Staff within a few days after the CA application is submitted. More significant projects require review and approval by the Historic Preservation Commission, which meets monthly. The Commission has approved various preservation color palettes to assist the building owner with appropriate colors for their historic buildings.

For further information on approved color palettes or Grapevine's Historic Preservation Programs, or to obtain a Certificate of Appropriateness application package, please contact the Historic Preservation Office at 817.410.3197.

Contact Us

David Klempin

Historic Preservation Officer

Manager, Heritage Programs & Preservation

Grapevine Convention & Visitors Bureau

636 S. Main St.

Grapevine, TX 76051

817.410.3197

[Email](#)

Hours

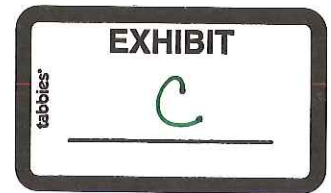
Monday - Friday

8am – 5pm

FAQs

- [What are the advantages of owning property in a historic district or an individual landmark?](#)
- [How do I know if I own property in a designated historic district or landmark?](#)
- [Is being designated a City of Grapevine Historic District or Landmark different from being listed on the National Register of Historic Places?](#)

[View All](#)



DESIGN GUIDELINES FOR COLORS IN THE OVERLAY DISTRICTS

This chapter presents design policies and guidelines that apply to paint colors. The City of Georgetown does not have a specific color palette. Paint color changes to single-family and two-family residential properties in the Old Town Overlay District do not require design review.

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Historic Color Schemes

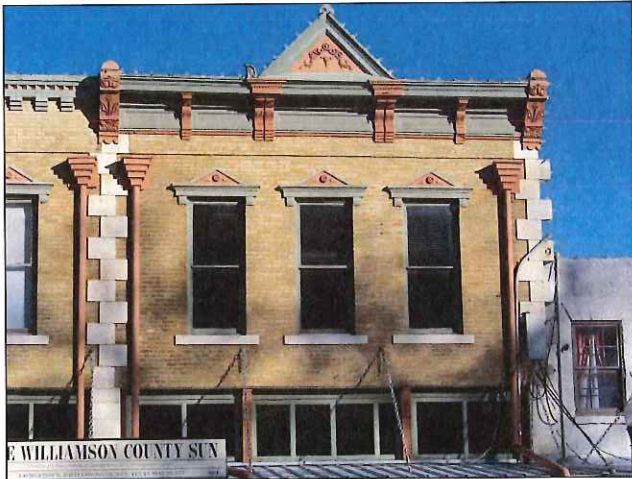
When renovating an historic building, first consider returning to the original color scheme, which can be discovered by carefully cutting back paint layers. Accurately determining the original color scheme requires professional help, but one may get a general idea of the colors that were used by scraping back paint layers with a penknife. Since the paint will be faded, moisten it slightly to get a better idea of the original hue. It is not necessary, however, to use the original color schemes of the building. An alternative is to use colors in ways that were typical of the period or architectural style, and with them create a new color scheme.

With respect to the treatment of color on individual historic buildings, colors that represent the appropriate period of history are preferred, but not necessarily required. Color does not damage the historic materials or alter significant details and can always be changed in the future and thus its application is not as critical as some other design options.

Inappropriate applications of color, however, may hinder one's ability to perceive the character of the building's architecture. For example, if a building with jig-saw brackets and moldings is painted solid black, with no contrast between the background and the details, and little opportunity for expression of shadows, the perception of the character of the building may be diminished.

This concern for perception of character is more relevant in the context of the Downtown Overlay District, where assemblage of buildings on the street is important to one's perception of the character of the streetscape. In this sense, one building that stands out from the rest with an inappropriate color scheme will impede one's perception of the continuity in the district. For this reason, the city reviews the use of color as part of its consideration of design issues. In general, HARC will consider color on a case-by-case basis, and in context with the building's location.

Policy: In general, bright colors used on large surfaces are discouraged. In all cases, the following standards for use of color shall apply.



Develop a color scheme for the entire building that coordinates all the façade elements.

11.1 Develop a color scheme for the entire building that coordinates all the façade elements.

- Using the historic color scheme is encouraged.
- Choose a base color that will link elements of the entire building face together. It can tie signs, ornamentation, awnings, and entrances together. It can also help the building better relate to others on the block.
- A single color scheme should be used for the entire exterior so upper and lower floors and subordinate wings of buildings are seen as components of a single structure.
- For a newer building in the Overlay Districts, a color scheme that complements the historic character of this district should be used.



Choose colors for trim, accents, and architectural details that complement the main color on the body of the structure.

11.2 Paint colors should enhance individual building elements while creating a unified, coordinated appearance for the entire structure.

- Paint colors and placement should create a cohesive look for the structure. There should be one main color on the body of the building to unify the façade.
- Choose colors for trim, accents, and architectural details that complement the main color on the body of the structure.
- Consider the palette of surrounding structures to create a harmonized appearance along the block face.
- Background and accent colors should be consistent within separate buildings, where a number of buildings are attached or where unity in theme is desired.

11.3 A muted color is preferred for the base color of most buildings.

- Use muted colors to minimize the apparent scale of buildings and blend them with the natural colors of area.
- Matte finishes are preferred to glossy ones.

11.4 Roof colors must complement the style and overall color scheme of the structure.

Policy: Focus attention to a building's decorative details and entrances.

11.5 In general, use bright colors for accents only.

- Colors of a vivid saturation are not appropriate for the body of commercial buildings.
- Overly strong or bold colors are not appropriate for the main body of a structure. Reserve the use of strong, bright colors for accents when you want to draw the customer's eye, such as to the sign, the building's ornamentation or entrance.
- In most cases only one or two accent colors should be used in addition to the base color.
- Doors may be painted a bright accent color or they may be left a natural wood finish. Historically, many of the doors would have simply had a stain applied.
- Window sashes, casings, and trims are also an excellent opportunity for accent color.
- Brilliant luminescent or day-glow colors are not appropriate.
- Minimize the metallic shine of aluminum and door frames.

11.6 Paint colors should highlight architectural details.

- Plan painting to use more than one color. It is inappropriate to allow architectural details to be camouflaged by painting them the same color as the background of the structure.
- Strong or bold colors can be appropriate for trim, accents, and architectural details.



Bright colors can be used to identify a building entrance.



Paint colors should highlight architectural details

Policy: It is important to know when to paint buildings and when to leave the material in its natural state or color.



Leave natural masonry finishes unpainted when feasible.

11.7 Wooden structures must be painted.

- Historically wooden structures in Georgetown were painted and would not have been left exposed wood.
- Stained wood is inappropriate for the body of a structure.
- Certain wooden details, such as doors and windows, may remain unpainted. But the wood must not be exposed to the elements, so the materials need to be treated.
- The use and color of stain must be a typical style for the period of the structure.

11.8 Leave natural masonry finishes unpainted when feasible.

- Where the natural color of the materials exists, such as with stone or brick, they should be left unpainted.
- Painting an unpainted brick or stone wall may trap moisture inside the walls and will drastically alter its character and appearance.
- For other parts of the building that do require painting, select colors that will complement those of the natural materials.

11.9 Where brick has been painted historically it should remain painted.

- If a wall is made of porous brick, which has always been painted, it should remain painted. Removing the paint will expose the brick to weather, accelerating its deterioration.
- If a building was originally plain brick, but was painted sometime in the past, consider applying new paint colors that simulate the original brick color.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

NOT RECOMMENDED	
Identifying, retaining, and preserving masonry features that are important in defining the overall historic character of the building (such as walls, brackets, railings, cornices, window and door surrounds, steps, and columns) and decorative ornament and other details, such as tooling and bonding patterns, coatings, and color.	<p>Altering masonry features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.</p> <p>Replacing historic masonry features instead of repairing or replacing only the deteriorated masonry.</p> <p>Applying paint or other coatings (such as stucco) to masonry that has been historically unpainted or uncoated.</p> <p>Removing paint from historically-painted masonry.</p> <p>Failing to stabilize deteriorated or damaged masonry until additional work is undertaken, thereby allowing further damage to occur to the historic building</p> <p>Failing to identify and treat the causes of masonry deterioration, such as leaking roofs and gutters or rising damp.</p> <p>Cleaning masonry surfaces when they are not heavily soiled to create a “like-new” appearance, thereby needlessly introducing chemicals or moisture into historic materials.</p> <p>Cleaning masonry surfaces without testing or without sufficient time for the testing results to be evaluated.</p>
Stabilizing deteriorated or damaged masonry as a preliminary measure, when necessary, prior to undertaking preservation work.	
Protecting and maintaining masonry by ensuring that historic drainage features and systems that divert rainwater from masonry surfaces (such as roof overhangs, gutters, and downspouts) are intact and functioning properly.	
Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.	
Carrying out masonry cleaning tests when it has been determined that cleaning is appropriate. Test areas should be examined to ensure that no damage has resulted and, ideally, monitored over a sufficient period of time to allow long-range effects to be predicted.	

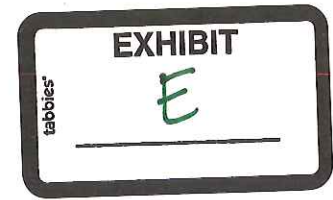


[1] A test patch should always be done before using a chemical cleaner to ensure that it will not damage historic masonry, as in this instance, terra cotta.

tabbies*

EXHIBIT

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TEXAS MAIN STREET PROGRAM DESIGN GUIDE

Color Palette + Paint

When visiting Main Street communities one of the most frequently asked questions by building owners is “What color should I paint my building?” For those brick and stone buildings that have not been painted or have less than 50% painted, the answer is easy. DO NOT PAINT! Remove the paint that is there, then give your entire building a good washing. The results will surprise you when all the years of dirt and smog that have collected are removed. But, if your building is already painted and the paint will not come off without further deteriorating the brick, you now have paint color options for stone, brick, wood and metal trim.

The selection of paint colors is a personal decision, as future changes can be made to the palette without impacting the integrity of the historic building. It’s a common rule of thumb to select 3 colors or less to compose the palette and in these general proportions: body color (60%), major trim (30%), minor trim / accent (10%). To select colors, a handful of factors can guide the decision-making process.

Consider the history of the building and the historic context. Research on the building era will reveal a range of commonly used colors. Historic photographs may indicate the original palette and/or color relationships if the images are black-and-white. On-site investigation, including scraping of a small area to uncover hidden layers, may reveal the original color. Look closely at the natural landscape, street, and block your building is a part of, noticing the larger color palette that your building is a part of. Your final paint selections will impact your neighbors and visual appearance of the area. Identify any local guidance and/or regulations in your community regarding paint colors in the historic district.

With a historical perspective in-hand, consider your priorities and the starting point for your selection process. If exposed building materials, such as brick or stone, or roof materials are a visual component of the façade, these static colors and textures should be considered at the start. For example, the color of a brick façade would automatically be the body color to base the selection of the other colors on. Other starting points from your process might be a business logo or branding scheme and an awning fabric that you’d like to incorporate into the façade.

A strong palette pulls together the visual appearance of the building, connecting façade design with the current use and interior space. The body color, the largest proportion of the façade, is likely a neutral or color similar to the original façade material. This background allows the trim and accent colors to highlight notable elements on the façade or signage to stand out. In general, A lighter body color causes a building to appear visually larger, while a darker color causes a building to appear smaller. The body color also impacts heat gain, as the darker colors will cause heat to be absorbed, rather than reflected by lighter colors. The accent color, the smallest portion of the façade, is commonly the visual pop or color used to highlight smaller elements on the facade. In some cases, an accent color is not used – allowing the body and trim color to compose the palette.

There are many resources available to assist in your color selection. Roger Moss in his book “Paint in America: The Color of Historic Buildings” surveys 250 years of paint history. Many major paint companies have composed historic paint palettes for use by consumers, as well as tools to visualize paint colors on your building’s facades. You may consider hiring a design and historic preservation professional to provide a color consultation for more complex projects.

To test your selections, purchase quart or smaller quantities of paint to cover a portion of the façade. Review the selections over several days in natural light, both in full sun and shade, to determine any differences. Remember, colors can't be seen in isolation. When selecting colors with paint chips, you'll be visually influenced by other colors on the surrounding chips, light conditions, etc. Similarly, the colors and materials around your building will impact the way your building is seen – such as the sky, sidewalk, street, plants, neighboring buildings, etc. You'll likely need to adjust your selections once you've tested the palette in place.

Painting the Building

Painting can be one of the most impactful improvements you can make to your building. Understanding the proper process is necessary before you begin, to ensure the paint is long lasting and visually appealing. In your planning, consider the time of year and temperature to identify the best times to undertake the project.

To prepare for painting, all needed repairs should be addressed, such as replacing rotten wood, repointing brick mortar, and repairing window putty. On all surfaces to be painted, peeling and loose paint should be removed. A wire brush, scraper, or heat gun can be used carefully and with the appropriate safety precautions. If the building was painted before 1978 years old, the paint may contain lead and should be tested. The Environment Protection Agency's website provides guidance on the appropriate removal of lead-based paint.

Following any paint removal, the surfaces should be washed by hand or with a pressure washer set to less than 200 psi. At a minimum, bare surfaces should be primed before applying the new coats of paint. If possible, all surfaces should be primed increase the likelihood the new paint will properly adhere.

In selecting the paint, consider the advantages and disadvantages of oil and latex paints. Oil paints are more durable and may adhere better, yet they are more difficult to clean up. Latex paints are less durable, easier to apply, and easier to clean up. Problems can arise in switching back and forth between the different types of paint, so it is important to investigate the previous type of paint used. Also, consider the level of shine: gloss, semi-gloss, eggshell, or matte. Follow all manufacturer's instructions when applying.

Note on Color Interactions:

Color, either found inherently in building materials or applied with paint, can never be viewed in isolation. Our eyes always see color in combination and our perception is affected. It's helpful to have a basic understanding of complementary colors and the way they interact. The basic color wheel sets up three complementary color pairings: red + green, orange + blue, purple + yellow. If a red swatch is placed next to a blue-green swatch - because red and green are complementary - the blue-green will appear more green, as our eye pulls the green out. Also, our eyes prefer to view each of the complementary colors in varying portions. For example, our eyes prefer 5 parts red to 5 parts green, yet only one-part yellow to 9 parts purple. These interactions and proportions explain why we prefer certain color schemes over others.